

# APPENDIX

## Appendix I Designing and Conducting Surveys

If you decide to design and conduct a survey, first make sure you have access to mailing lists and approval to use them. Resources and approvals must also be in place to send and receive mass mailings, as well as enter and analyze survey data. If a mass survey will be conducted, it is helpful to have data-analysis software available. A survey expert may also be valuable in helping design questions, implement the survey, and analyze results. Here are some general guidelines:

- Limit the time required to complete the survey. A telephone survey should not last more than 15 minutes. Limit a printed survey to two pages at the most—one page is better.
- Ask only questions that give you answers you need for your program. Don't waste survey questions on things that are nice to know, but not critical.
- Use clear, simple language. Try to word questions as closed-ended, "check-the-box" alternatives, rather than asking for narrative responses. Put the most important questions up front; some people will tire and drop out before the end. However, put demographic questions, which some may consider sensitive, at the end. Don't ask "double-barreled" questions such as, "Do you turn off the lights in your office and the hallways?"
- Be cautious in asking about attitudes or intentions in energy use. Studies have shown that questions about attitudes ("How important is it for you to conserve energy at work?") and intentions ("Do you plan to change the way you get to work over the next two months?") are notoriously inaccurate indicators of actual behavior. Thus, even if you measure increased positive attitudes or intentions as a result of your awareness program, you may not have changed any behaviors or reduced energy use.
- If you want to group the responses by certain categories, make sure you ask appropriate questions that will allow you to make comparisons (i.e., different types of offices, spaces with different HVAC equipment, or people who work different shifts).
- A printed survey or phone survey should indicate who is conducting the survey and how the information

provided will be used. Ensure anonymity. In a printed survey, give a deadline for responding. Consider using incentives, such as offering the first 100 respondents a small prize. Follow-up reminders may also increase the response rate.

- Pretest your survey questionnaire with a few employees and officials before using it on a broader group. Ask them to read the questions and tell you what they think of them. This will help you identify any questions that are confusing, worded incorrectly, or not applicable to building occupants.

Aim for a response rate of 40% for results that may be used to draw general conclusions about the people in your facility. A lower response rate is still valuable for designing and implementing the program.



## Appendix II FEMP's "You Have the Power" Awareness Campaign

To foster energy awareness across the Federal government, FEMP launched a communications campaign entitled "You Have the Power" in 1997. This campaign assists Federal energy coordinators by spreading the word about energy efficient practices and products through colorful artwork, posters, and handout materials. The campaign focuses on Energy Champions, individuals doing extraordinary things to save energy, money, and resources for American taxpayers.

The “You Have the Power” campaign logo and core graphic illustrate the power of the individual to make a world of difference by positioning a human hand holding the planet earth. You may request this artwork and other campaign graphics to use in developing your own customized outreach materials. When customizing your materials with the “You Have the Power” logo and graphics, please make sure you provide the following or a similar statement, “Original artwork courtesy of the Federal Energy Management Program, Office of Energy Efficiency and Renewable Energy, U.S. Department of Energy.” Please contact Annie Haskins at [annie.haskins@ee.doe.gov](mailto:annie.haskins@ee.doe.gov) for a copy of a CD containing high resolution art files.

To request printed copies of the latest posters and handout materials developed by the campaign, please contact the U.S. Department of Energy’s Energy Efficiency and Renewable Energy Clearinghouse at  
**1-800-363-3732**

or on-line at

[www.eren.doe.gov/femp/ordermaterials.html#awareness](http://www.eren.doe.gov/femp/ordermaterials.html#awareness).

Quantities are limited.

## Appendix III

### Steps for Sponsoring a Special Event

The following timeline presents a series of steps to prepare for a special event, such as an Earth Day celebration or an Energy Awareness Month rally. It is illustrative only. Your timelines and participants will, of course, be unique to your own campaign activity.

#### Formulate the Event (six weeks prior to event)

Where?

Main lobby of your building, public park, City Hall

When?

Early morning breakfast meeting, lunch address, end-of-day celebration

Objective?

Tie to new announcement, personnel awards, or stand-alone activity

Who?

The Governor, the Secretary, the Commander, energy staff, utility executives

What?

Speech, announcement, unveiling, demonstrations, display, media advisory

#### Plan the Event (at least four weeks prior to event)

- Obtain necessary approvals and clearances from facility managers, administrators.
- Reserve spaces and locations.
- Send out notices and invitations.
- Coordinate schedules with speakers, VIPs, business leaders, etc.
- Customize and collect awareness materials for display and distribution, such as banners, posters, and handout items.
- Contact the media to cover the event and encourage their involvement.

#### Finalize the Details (two weeks prior to the event)

- Complete the production of print materials and other handouts.
- Confirm appearance of speakers and VIPs, follow up with schedules to confirm details.
- Review talking points, schedule of activity, catering, and other logistics.
- Publicize the event through E-mails, flyers, newsletters, handouts, Web sites, and bulletin boards.
- Check delivery and placement of all seating, displays, and related elements.

#### Prepare the Logistics (one week prior to event)

- Secure banner installations, display panels, exhibits, and related set up considerations.
- Assemble handout material, arrange delivery, secure storage.
- Arrange placement of podium, chairs, tables, other.
- Confirm final attendance numbers for guests, media, speakers, and audience.

#### Hold the Event

- Record the event by video, still photo, and/or audio.
- Make notes about what worked well and what could be improved.
- Publicly thank everyone who contributed, supported, funded, and participated.

#### Follow up

- Clean up site and return borrowed items in a timely fashion.
- Remove and store materials properly for future use.
- Publicize the event in newsletters, Web site, interoffice memos.
- Write thank-you letters.
- Follow up with the media.
- Meet with your team and discuss your event.
- Begin planning for your next event.

# APPENDIX

## Appendix IV Energy Education Web Sites

### **Alliance to Save Energy Green Schools**

Helps schools use energy efficiently through building retrofits, changes in operational and maintenance outlines, and changes in behavior of building users

[www.ase.org/greenschools](http://www.ase.org/greenschools)

### **California Energy Commission's Bright Schools**

Provides schools with information on energy efficiency upgrades and how to pay for them

[www.energy.ca.gov/efficiency/brightschoools](http://www.energy.ca.gov/efficiency/brightschoools)

### **Educational Energy Manager's Association of Florida**

Fosters and promotes energy awareness through education, study, discussion, and networking

[www.eemaf.org](http://www.eemaf.org)

### **Energy Star® for Schools**

Helps school districts link energy, financial, and environmental performance by providing tools, software, and informational resources

[www.energystar.gov](http://www.energystar.gov)

### **Energy Quest**

Award-winning site on energy education for students, parents, and teachers

[www.energy.ca.gov/education](http://www.energy.ca.gov/education)

### **Florida Solar Energy Center**

Partners with industry, nonprofit organizations, private sponsors, and national laboratories to research energy technologies and educate the public

[www.fsec.ucf.edu](http://www.fsec.ucf.edu)

### **Interstate Renewable Energy Council**

Promotes the sustainable use of renewable energy sources and technologies through state and local government activities

[www.irecusa.org](http://www.irecusa.org)

### **National Clearinghouse for Educational Facilities**

Provides information and resources for people who plan, design, build, and maintain K-12 schools

[www.edfacilities.org](http://www.edfacilities.org)

### **National Energy Education Development**

Develops and distributes comprehensive energy education programs through its network of students, educators, business, government, and community leaders

[www.need.org](http://www.need.org)

### **National Energy Foundation**

Develops and disseminates educational materials and implements teacher and student training programs to increase understanding of energy, natural resources, and the environment

[www.nef1.org](http://www.nef1.org)

### **National Science Foundation**

Partners with academia, industry, and state and local governments to advance science, engineering, mathematics, and technology

[www.nsf.gov](http://www.nsf.gov)

### **National Science Teachers Association**

Promotes excellence and innovation in science teaching and learning

[www.nsta.org](http://www.nsta.org)

### **Schools Going Solar**

Shares new of schools using solar energy

[www.schoolsgoingsolar.org](http://www.schoolsgoingsolar.org)

## Appendix V

### Federal Energy Management and Awareness Web Sites

Federal Web sites offering energy efficiency and renewable energy information, tools, products, statistics, and solutions

#### **Federal Energy Management Program**

[www.eren.doe.gov/femp](http://www.eren.doe.gov/femp)

#### **Office of Building Technology, State and Community Programs**

[www.buildings.gov](http://www.buildings.gov)

#### **Energy Information Administration**

[www.eia.doe.gov](http://www.eia.doe.gov)

#### **ENERGY STAR®**

[www.energystar.gov](http://www.energystar.gov)

Some other Federal agency Web sites offering information on their energy efficiency programs and policies

#### **U.S. Department of Agriculture**

[www.usda.gov/energy/](http://www.usda.gov/energy/)

#### **U.S. Department of Housing and Urban Development**

[www.hud.gov/offices/cpd/energyenviron/energy/](http://www.hud.gov/offices/cpd/energyenviron/energy/)

#### **U.S. Department of the Interior**

[www.doi.gov/pam/#ene](http://www.doi.gov/pam/#ene)

#### **U.S. Department of the Navy**

[energy.navy.mil/](http://energy.navy.mil/)

#### **U.S. Department of the Treasury**

[www.treas.gov/assetman/environment.htm](http://www.treas.gov/assetman/environment.htm)

Selected U.S. Department of Energy National Laboratories Web sites containing helpful information

#### **Lawrence Berkeley National Laboratory**

[www.lbl.gov](http://www.lbl.gov)

#### **National Renewable Energy Laboratory**

[www.nrel.gov](http://www.nrel.gov)

#### **Oak Ridge National Laboratory**

[www.ornl.gov](http://www.ornl.gov)

#### **Pacific Northwest National Laboratory**

[www.pnl.gov](http://www.pnl.gov)

#### **Sandia National Laboratory**

[www.snl.gov](http://www.snl.gov)



The mission of the Department of Energy's Federal Energy Management Program (FEMP) is to reduce the cost and environmental impact of the Federal government by advancing energy efficiency and water conservation, promoting the use of distributed and renewable energy, and improving utility management decisions at Federal sites.



Federal Energy Management Program  
Office of Energy Efficiency and Renewable Energy  
U.S. Department of Energy

For more information, or to order materials contact the FEMP Help Desk at  
**800-363-3732**  
or visit us at  
**[www.eren.doe.gov/femp](http://www.eren.doe.gov/femp)**

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♻️ Printed on recycled paper with soy-based inks.